

**Subj: Media Training Workshop**

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Below please find a brief synopsis of the media training work shop for anyone that is interested. Thanks and have a great weekend!

A day-long media training workshop was conducted by Hart Media Inc. for six BADA and BASMAA representatives on February 25, 1999, at KTVU, in Oakland. The following representatives participated in the workshop: Gina Purin, MCSTPPP; Tim Tullis, CCCSD; Paula Kehoe, SFWPP; Barbara Ruff, FSURMP; Bill Pounders, CSJ; Sheila Tucker, SCVURPPP. This memorandum provides an overview of the media and tools for communicating with all kinds of audiences, on camera and off.

#### Media Characteristics

Daily Newspapers – cover complex news, adversarial, reporters want details and a good quote, cover world, national, state, and local news.

Weekly Newspapers – emphasize local news, less adversarial (don't want to hit their advertisers), advertising dollars can influence coverage.

Radio – highly segmented, cover headline news, reporters want a short sound bite.

Television – cover large audience (67% get most or all of information, 50% never pick-up a newspaper), judged by what you wear and how you look.

Trade/technical Publications – less emphasis on controversy.

Internet – increasing importance as a first source, immediate worldwide access, controlled message.

#### Fundamental Media Concepts

Media motives – News is a business. The product is the audience: newspapers - readers; radio – listeners; television – viewers.

Media Bias – News stories universally focus on the negative.

News Story Essentials – Conflict, criticism and controversy are essential components of a news story.

When a Reporter Calls – Never answer a reporter's questions in the first call. Always ask the reporter the following questions and call the reporter back.

1. What is this story about?
2. How do I fit into the story?
3. What information do you need?
4. What information do you already have?
5. What do you know about our organization?
6. Who else have you contacted or are planning to contact?
7. What is your deadline?

**HANG UP THE PHONE!**

If You Cannot Answer or Comment - Never say no comment. Always explain why and promise to get the answer.

Tips & Guidelines for Media Interviews – Always memorize your points, rehearse your answers, anticipate tough questions, make the most important points first, keep answers short, stick to the facts, define

what you are doing (do not defend); never offer personal opinions, argue with a reporter, speak off the record, speculate or guess, repeat a reporters error, lie to a reporter; avoid jargon, acronyms and technical terms, and; when you have answered the question, stop talking.

#### Developing the Message

Always develop a single, overriding, communication objective (SOCO) and communicate this objective repeatedly throughout an overview. This can be accomplished by answering a question and inserting the SOCO.

#### To Make the Message Stand Out

**Messages Must Be –** Messages must be single, simple and succinct, 6 – 20 seconds, anecdotal and colorful. Always use complete sentences that are able to stand alone. Always provide a conclusion, evidence and provide meaning or call to action.

**Other Devices to Make Messages Compelling and Quotable –** To make messages more compelling use absolutes (first, last, least, most), cite a personal story, use a cliché, simile, metaphor or analogy.

#### Handling Reporters' Tricks and Traps

**"What if" questions –** Never speculate.

**Third party questions –** Perhaps you should ask him or her.

**Out of purview questions –** I don't know, perhaps you should contact that agency.

**Repeated questions –** Provide the same answer. Never concede a point to get rid of it.

**Phantom authority –** I did not see it, I can not respond.

**Either – or questions –** Avoid defensive answers, redirect (e.g., Let me tell you why I am here today....).

#### To Look and Sound Best On Camera

**Wardrobe and Appearance –** How you look has more impact than what you say. Some general tips: dress conservatively; wear simple, small jewelry; select solid colors verses patterns; avoid tweeds, plaids, herringbones or small prints; use make-up moderately, and; avoid hats and shaded glasses.

**Eye Contact –** Always maintain eye contact with the reporter, not the camera.

**Backdrop –** If possible, go to the scene. Never sit behind a desk.

**Tone of Voice, Gestures, and Facial Expression –** Your tone of voice, body language and gestures can validate or invalidate your verbal message. Be relaxed, confident and always smile.

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#### Headers

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